

CASE NO.: STL9-2000-0037-US1

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PATENT

Filed: August 2, 2001

1. (currently amended) A computer-implemented method embodied in code on a tangible computer readable medium executable by a processor for selectively displaying Internet advertisements, comprising the acts of:

allowing a user to choose at least one advertisement channel from an advertisement channel menu presenting plural advertisement channels;

displaying advertisements at least partially based on what channel is selected by the user;

displaying a menu of user definable advertising attributes, wherein the user definable attributes include at least one of: city, zip code, retailers, distance of travel to a retailer, retail only, or wholesale only; and further comprising:

allowing the user to create an advertisement window in which advertisements are displayed on a display device, by allowing the user to define at least one of: the size of the advertisement window, the shape of the advertisement window, or position of the advertisement window.

2, 3. (canceled).

4. (previously presented) The method of Claim 1, further comprising the act of:
allowing the user to establish the values of the user definable attributes.

5-7. (canceled).

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8. (previously presented) The method of Claim 1, further comprising the act of:
displaying at least one advertisement corresponding to a user selected advertisement
channel.

9. (previously presented) The method of Claim 1, wherein the advertisement channel menu
includes at least one of: a travel advertisement channel, a food advertisement channel, an automotive
advertisement channel, a clothing advertisement channel, a music advertisement channel, a movie
advertisement channel, an antiques advertisement channel, a hardware advertisement channel, a
sporting goods advertisement channel, a housewares advertisement channel, an art supplies
advertisement channel.

10. (original) The method of Claim 1, wherein the advertisements are displayed at a device
that receives Internet content and television broadcast content.

11-31. (canceled).

32. (new) The method of Claim 1 further comprising allowing the user to create multiple
advertisement windows for display simultaneously on the display device.

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